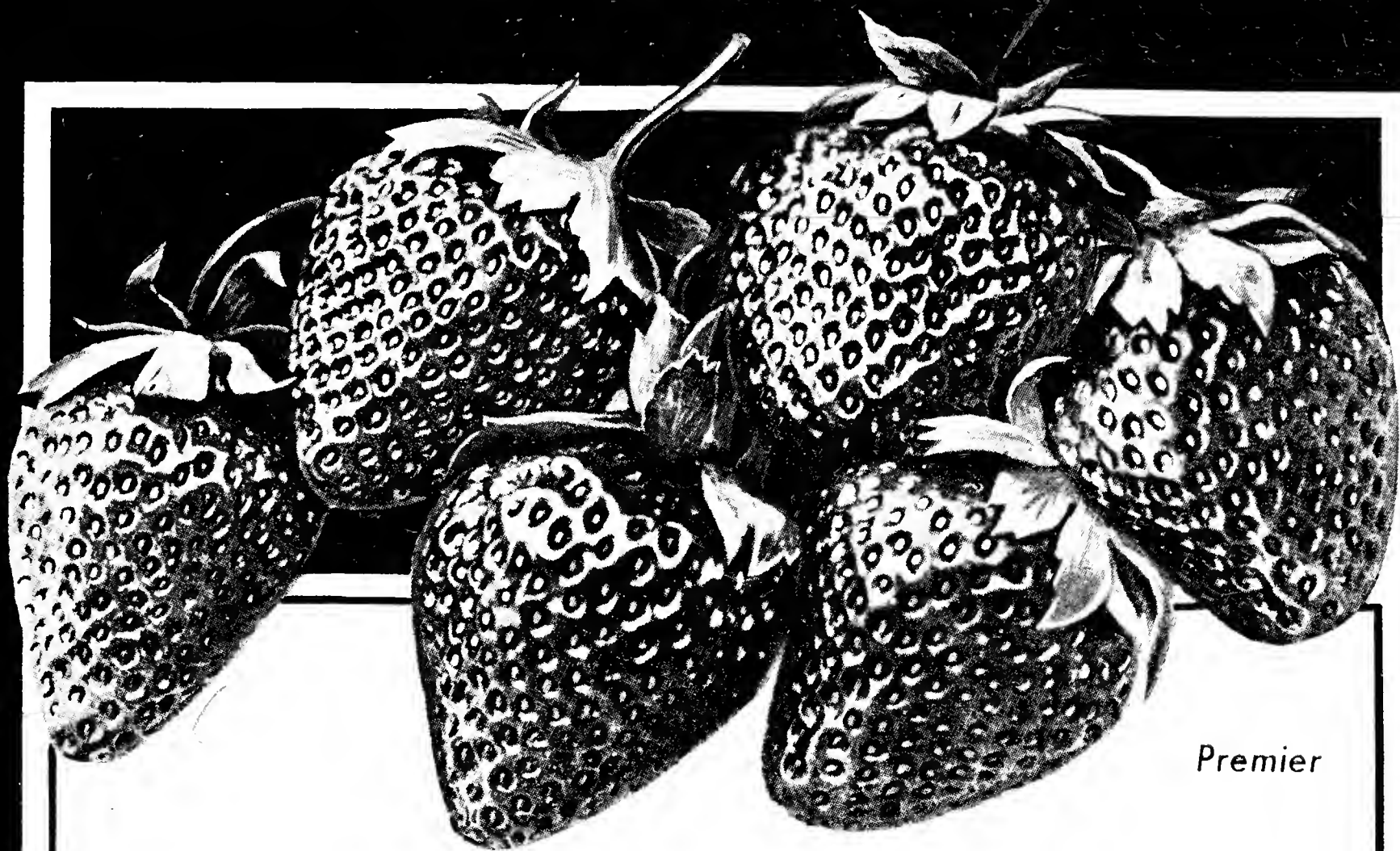


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Do not assume content reflects current scientific knowledge, policies, or practices.



Premier

Catalog of Strawberry Plants
J. W. Jones & Son
Franklin, Virginia

Spring
1935



Fairfax

“1935”

For thirty-four years we have been selling strawberry plants by catalogue only, filling all orders with strictly fresh dug, true-to-name, high grade stock of our own growing. We can sometimes ship during January and February, depending on the severity of the winter, but after March first we are able to dig and ship daily until May first. After May first we can ship out a limited number of orders.

We do not store plants under any conditions, and will always replace anything that may reach you in bad condition, providing the transportation company has given it proper dispatch. If it has been too long on the road refuse to receive it. We will then refill your order and get our pay from the Express Company.

We would prefer your check or Bank Draft in payment for plants, for please remember that our terms are Cash with Order. We cannot undertake to do a credit business at the price at which our plants are sold. To serve you at the lowest cash price is, we believe very distinctly to your advantage. We will book your order and hold the plants a reasonable time awaiting your remittance.

All our plants are fresh dug, carefully cleaned, tied in bunches of 27 (counted as 25), labeled with wood labels, neatly packed in slatted crates, none of which are more than 12 inches deep, and all of which are 12 inches wide. A Certificate of Inspection accompanies each package. We have an absolutely clean bill of health.

Some of our old friends are interested in knowing why we have changed our location. It is for the following excellent reasons:

First: We have an abundance of labor. We can ship promptly.

Second: Virgin territory. Strawberries have never been grown here, even in home gardens.

Third: Very low production costs. A saving passed on to you.

Fourth: Unexcelled shipping facilities. Both by express and mail.

Fifth: An unlimited area of ideal soil. No plants grown twice in the same place.

Our best references are our thousands of satisfied customers, many of whom have been with us for twenty-five years or more, but if you are interested in a Bank reference kindly write Vaughan & Co., Bankers, Franklin, Va. Enclose stamp for reply.

We have faith in strawberries. An observation that is swiftly verging into fifty years gives us this faith. They do not always pay, but they do pay oftener than any crop we know.

In order to help in a low production cost for all our customers, we are making low prices. This does not mean that the quality of the plants is not of the highest, for it is. In all our experience we never have grown better. They are produced in a warm sandy soil that gives to you all the fibrous roots, so necessary to a quick start in their new home. They are true-to-name. They are packed right. They are priced right. We can fill your order for a dozen or a million, and, of course we want to do it.

If an old customer and you buy, we know we shall get your order. If you have not used Jones' plants before let us have your order this year. We can save you money and serve you well.

With all the good wishes of the Season, we are,

Very respectfully yours,

J. W. JONES & SON.

Vegetable Plants

For a long time we have had frequent calls for vegetable plants but, up to the present time have not had available either land space or help with which to add them to our list. Since both of these problems have now been settled we are venturing to offer our friends Cabbage and Tomato plants in season. The Cabbage plants will be ready on and after March 15th. Tomato plants will be ready May 20th and after. Of course these dates will be somewhat affected by the late or early season. Inevitably these vary, as everyone will understand.

We feel that we are justified in saying that these plants will be grown with the same care, packed with the same skill, and the quality maintained on the same high basis that has marked our strawberry plants.

The prices quoted are for the smaller quantities. Anyone who may wish either of these items in larger quantities is invited to write us for special prices.

CABBAGE PLANTS

EARLY JERSEY WAKEFIELD. The best known and the best of the very early varieties. The heads are very solid, conical in shape, and have very few outside leaves. The quality is of the best. More of this cabbage is planted for the early market than of all other kinds combined.

CHARLESTON. This is about ten days later than the Wakefield, but is much larger and more heart shaped. It is also very productive and hardy for early planting.

COPENHAGEN. One of the most popular of all the cabbages for general early crop. It is round headed of medium size, very solid and of fine quality. The plant is short stemmed and the leaves are light green and fold very tightly to the head.

Price of any of the above: 100 25c; 1000 \$1.10; 5000 \$5.00.

TOMATO PLANTS

EARLIANA. Of all the early tomatoes this is perhaps more widely planted than any other. It is a vigorous grower, of round even shape, fair size, good color and is the most productive of any of the early kinds. Has been a favorite for many years with market gardeners.

STONE. In spite of the fact that this is a very old variety it is still one of the very best for general use as a main cropper. For one thing it is a great favorite for canning. Large, smooth, bright scarlet, of the finest quality and very productive. An old reliable.

MARGLOBE. One of the most destructive and deadly foes of the tomato plant is Fusarium Wilt. No remedy to date has been found for it, but there have been developed some kinds that are resistant to its effects. At the very top of the list of these is the Marglobe. As its name suggests it is a cross between the Marvel and the Globe. It is of deep globe shape, medium early, very solid and of pleasing scarlet color and ripens well up to the stem. It is of splendid quality and seems to be entirely immune from rust and wilt. If you have been having trouble with wilt we suggest that you plant Marglobe.

Price of any Tomato plants: 100 20c; 1000 \$1.00; 5000 \$4.50.

All prices f. o. b. here—receiver to pay charges. If delivered prices are wanted write us letter or card for quotations on same. In any event write us for prices on large quantities.

Why Grow Strawberries

There is really a good deal of pleasure in growing beautiful strawberries. Still the man who really grows any quantity is interested in the possible profit.

It is our very honest belief that strawberries will return a good profit for a long period of time. Not every year, for of course there are bound to be "off years." Some years it will rain so little that quality and quantity are so low as to leave no margin of profit return. Other years will be so continuously rainy during the picking season that they cannot be gotten to market in such shape as will command a profitable price. Other years there will be an overproduction, even when weather factors are favorable. **BUT ON THE WHOLE WE BELIEVE THAT STRAWBERRIES ARE THE SAFEST OF ALL FARM CROPS SO FAR AS PROFIT IS CONCERNED, FOR WHEN THE FAVORABLE FACTORS COMBINE YOUR PROFIT WILL BE GREAT ENOUGH TO MAKE UP FOR ALL THE BAD YEARS.** Too, it is true that the following factors are persistently operating in favor of the commercial grower.

1. They are the first fruit available in the Spring, and people are eager for something fresh. Everywhere people are waiting for berry season.

2. Improved methods of distribution, and they are constantly being further improved, are giving berries an ever widening market. The quantity consumed will continue to increase.

One of the modern factors that has so prominently entered into the distribution of fruit is the truck. They carry all classes of it faster and farther than it has ever been moved before. Trucks have helped the sale of strawberries enormously and they will even more in the future.

3. The poor fruit is being more and more taken by the canners and "juice" factories. This relieves market congestion and helps the sale of better fruit.

4. The Pure Food Law which prescribes only pure fruit juices in all soft drinks has made and will maintain a large outlet for berries. We believe that if you will plant a moderate acreage, **and do not plant more than you can care for**, that you will be assured a fair return for your investment and labor.

For one thing labor has recently become more plentiful and dependable than for many years past. You can plant with the assurance of getting them properly worked and picked.

Many growers try to guess the markets. That is: they plant when the market outlook appears favorable and refrain from planting, when in their judgement, the outlook for profit seems poor. We cannot feel that this will ever prove wise. Our advice is to decide how many you wish to grow and then stick to it consistently. A wise old man we used to know had a saying that is quite full of truth. Said he: **"If I do not grow a crop when it is cheap I never have it when it is high."** Again we reiterate the advice given above: **don't plant more than you can care for properly**, but, we would add be a consistent planter if you are going to grow berries at all. It is, in our opinion the only road to profit.

Growing Strawberries

Every year we have numberless requests for information on the best method of growing strawberries. Of course, every one recognizes that this is a very difficult question to answer, as conditions vary so greatly in different localities and on different soils. Nine-tenths of all berries grown, or even more, are grown by the matted-row system; that is, to leave about all the runners on the parent plants to take root and make a wide row, leaving room enough in the alley between the rows for the convenience of the pickers.

The fundamental element of success in growing any crop is the selection of a soil. Strawberries need a strong, well-drained location, but at the same time, the land should be as retentive of moisture as it is possible to have it. Strawberries suffer more from dry weather than from any other cause and therefore a moist soil always contributes to success.

Grow cowpeas on land the previous year to planting strawberries if it is possible; where they are not practicable, sow rye in the early fall and plow under early the next spring, as strawberries need a soil full of humus. It holds the moisture and makes them grow and bear much better.

We always plow in the fall, but when that cannot be done plow as early in the spring as possible. This is important, as berry plants need a well-compacted soil. Settling during the winter puts the soil in ideal condition for spring planting.

Make your rows 4 to 4½ feet apart and set plants from 15 inches to 3 feet apart in the rows, depending on the variety. Chesapeake, making but few plants, should be placed about 15 inches. Heflin, a prolific plant maker, will get too thick quite often if set 3 feet. Big Joe, Premier, Dorsett, Fairfax and most midseason kinds will usually make a proper bed if planted 2 feet apart. Gandy, Lupton and Big Late 2 to 2½ feet. We run our furrows with a double row marker, sow fertilizer down the furrow at the rate of 400 to 500 pounds to the acre, and then make a sharp list with a two-horse machine, striking down this bed nearly level of the field with a hoe or small drag and you will be ready to set plants.

We desire to warn our friends against the too heavy application of commercial fertilizers to young Strawberry plants. It is dangerous in the extreme. Many plants have been injured and often killed outright, but 400 or 500 pounds will not hurt them, provided it is well scattered and then cultivated in before setting the plants. We recommend raw or dissolved bone meal as the best for strawberries.

There are many methods of setting the plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed, and to pack the dirt firmly around the roots. This done there



Fibrous Roots Guarantee
A Quick Start

is little choice as to the method of doing it. **The cultivation is always important** and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured. One other bit of advice: remove all blossoms from the young plants. It will pay well in increased health and vigor.

A Trial Bed Will Pay

Just a helpful suggestion. Plan to set a trial plot of berry plants. One dozen of each variety will do, and the cost will be small in comparison to the possible results obtained. No fruit is so susceptible of a different result in a different soil and climate, as is the strawberry. You may read the descriptions of varieties in this little book, buy and set the plants, and find at fruiting time that you do not get the quantity or quality of fruit you had expected. Naturally one thinks that the catalog description was a gross exaggeration. Not at all. We try to tell the truth. They have just behaved differently with you than with us. Since this is so very generally true, plant a trial plot of your own. It will richly repay you. It is just about the only way to find a correct answer to a question so persistently asked us: "What variety shall I plant?" We want to help, and so wish we knew, but so often we don't. Of course there are fundamental factors that are always involved and therefore that may always be kept in mind.

1. If you have a home market you want quantity and appearance. Then for early plant Premier, Dorsett and Fairfax, medium Big Joe and Lupton, for late Gandy or Aroma.
2. If you ship to fairly near market, you want quantity and appearance because in quantity you get your profit. We still advise Dorsett, Fairfax and Premier, then Big Joe and Lupton or Aroma and Gandy.
3. If appearance alone is your chief aim, plant Chesapeake, Lupton and Big Joe.
4. If quality is the biggest thing, plant Dorsett or Fairfax.
5. If we were going to select a list of varieties to cover the season and to be planted on the greatest variety of soils and in any climate, we would say: for early Premier, Dorsett and Fairfax; midseason Lupton, Big Joe; and for late Gandy or Aroma. Out of an experience of a lifetime in berry growing we can truthfully say **they cannot be beaten for general use**. Probably you would not want them all, but you are safe in planting any of them. That is as safe as one can ever be on so risk a venture as any branch of agriculture is.

J. W. Jones & Son,
Franklin, Va.

Flemington, N. J.
April 28th, 1934.

Gentlemen:

Received the plants yesterday in fine shape.

Thanking you, I am

Yours truly,

Grant Haver.

We Guarantee everything we sell true to name, and believe 99 per cent of everything that we have ever shipped has proved so. However, sometimes in spite of the utmost precautions, mistakes do occur, and we will, upon proper proof, replace anything that proves untrue to label or refund the purchase price.

Mistakes To Avoid

Of course we want to sell you your berry plants for this year. That is why we are sending you this little booklet, but really we are genuinely interested in your success, for the success of our customers is the basis of any success we may possibly achieve. May we point out that you can make a mistake:—

1. By trying to get plants for a price below the cost of production for good true-to-name stock.
2. By digging your own plants and denying the variety you grow the advantage of a change of soil and climate, so often of such great advantage to them.
3. By a failure to get your plants in time to set early, **for an early planting is a big start on the road to success.** Order early and have them shipped as early as there is a reasonable prospect of using them. The way ours are packed they will keep, if placed where it is cool and damp, for several days after arrival.
4. By failure to get stock true-to-name. You want what you buy. We use our utmost endeavor to safeguard our customers in this respect, and believe that .999 per cent of all that we have ever shipped was true to label.
5. By setting plants not grown for plants alone. From us you get the whole bed, and from a warm sandy soil. No short, broken roots.
6. By buying any except fresh dug and well packed stock. We do not store any and we do pack them carefully in plenty of damp moss and in slatted crates that give the crowns plenty of light and air.
7. By paying more than good true-to-name and carefully packed plants are really worth. If you do not send us your order: "You may pay more, but you will not buy better."
8. By a failure to select a proper soil, for every berry grower of extensive experience has found that frequently his berry plants refuse to grow. **As a rule he has erroneously attributed this to disease in the plants, especially if they were purchased, rather than propagated by himself.** Experiments have convinced many growers that the real trouble is in the soil itself, that there are certain places where it is practically impossible to grow berries successfully. Whether this refusal on the part of berry plants to grow in these given places is due to the lack of a certain bacteria or plant food, or whether the soils contain some poison that kills the plant is a moot question as yet, and one that a number of State Experiment Stations are now at work on.

Our life-long experience in growing Strawberries has taught us, however, that a number of kinds are practically immune from trouble on any soil, while there are others that have to be planted on favorable soils or they refuse to grow. In order that our friends may have the benefit of our experience we propose to call attention to those kinds which will grow anywhere. You may count on Dorsett, Fairfax, Blakemore, Premier, Big Joe and Lupton giving you a good bed, if any kind in existence will.

You want plants grown on a warm, sandy soil. We have them. Priced right; packed right; they grow right.



BIG JOE

The Best Seven

On pages 9, 10, 11, 12 and 13 of this catalog there are descriptions of what we believe to be the best varieties in existence today; Dorsett, Fairfax, Premier, Lupton, Big Joe, Chesapeake and Blakemore.

They possess all the elements that make for success: vigor of growth, productivity, stamina at fruiting time, freedom from disease, and what is most important, the handsome appearance that commands the highest price always.

Of the seven Premier is the most popular as yet. It is early, productive and a success under all conditions of soil and climate, but Dorsett and Fairfax will soon replace it in our opinion.

We feel that a mistake is made when a long list of varieties is planted. Differing widely in general appearance, different varieties do not crate up well together, pickers are not satisfied to gather carefully the smaller and less productive kinds. Many of them are inferior in some particular, hence we unhesitatingly recommend these five of tested merit and unquestioned superiority. Of course, if it has been demonstrated that for your special situation of either soil or market that other kinds are best, we will be glad to fill your order.

Plants enough to set an acre of Dorsett or Fairfax will cost from \$10.00 to \$12.00 more than for the older varieties but we believe they will **more than pay** the difference in the first year's crop.

Dorsett and Fairfax

It has been said that history has a persistent way of repeating itself. It seems to be true, not only with reference to the movement in world currents, but also with reference to varieties of strawberries. For, again and again when old tried varieties seemed to be "running out" and growers wondered what to plant, or whether to plant at all, some new variety has appeared superior to anything ever seen. For unquestionably there is a slow but steady improvement in berry varieties. The latest to appear in this role are the Dorsett and Fairfax. For there is a remarkable agreement of opinion that they are superior to any known kinds, and of their season will eventually take the place of all others. They are the result of scientific effort, having been originated by the U. S. Dept. of Agriculture from a cross between Premier and Royal Sovereign. The former well known for vigor and productiveness and the latter for its very fine dessert quality.

HEALTH AND VIGOR

Of all the varieties we grew last season Dorsett and Fairfax showed the greatest health of foliage and most marked vigor of plant growth. This manifested itself when they were planted, for hardly a single plant could be found in our entire setting that did not live and start to grow promptly. Dorsett makes about 20% more plants; Fairfax are naturally larger.

FIRMNESS OF FRUIT

We do not believe that there has ever been any kind that is firmer than these wonderful strawberries. Perhaps Fairfax is slightly firmer, as it will keep on the vines, even in rainy weather until the berry actually dries up. Dorsett is firm enough, however, for the most distant shipment. This quality will become of great importance as a selling factor, as the grocer who buys them will know that the next day all unsold berries will still be in the finest condition.

ADDED TO THE FIRMNESS OF DORSETT AND FAIRFAX IS THE REMARKABLE FLAVOR OF THE FRUIT. THEY ARE BOTH OF THE VERY HIGHEST TABLE QUALITY.

COLOR OF FRUIT

Dorsett berries at the proper picking stage are medium light in color, and Fairfax at the proper picking stage is medium dark, becoming very dark after they get riper, and almost purple for several days before they begin to decay.

FROST RESISTANCE

In the several years that they have been fruited no appreciable damage from frost has been noted. This is true of the Premier, and since they are of the Premier parentage, it is understandable how they can come through quite heavy frost and still produce a full crop of fruit.

PRODUCTIVENESS

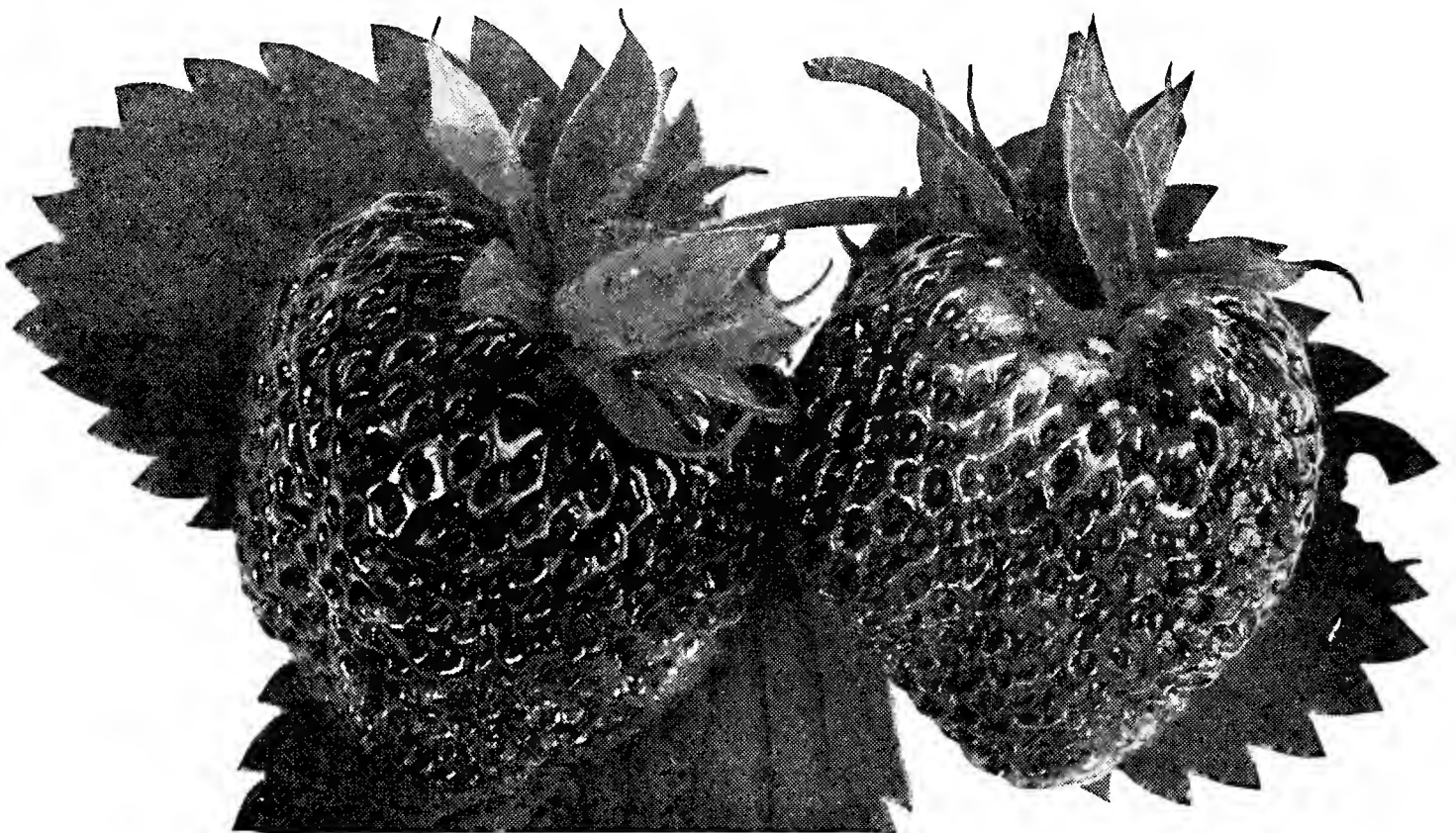
All tests and observations to date indicate that they will produce as many quarts per acre as any grown, even the Premier. They do not set quite as many berries as Premier does, but there are fewer small ones in them, so that the total is as great and there is the added advantage of larger average berries and consequently better prices.

WHICH IS BETTER?

There seems to be little choice, except in the color. Two years ago Dorsett seemed to be slightly better; last season Fairfax was a little more productive. Naturally there will be a slight variation from year to year. If you wish light fruit plant Dorsett, if dark plant Fairfax. This advice would seem to about sum up any definite difference between them.

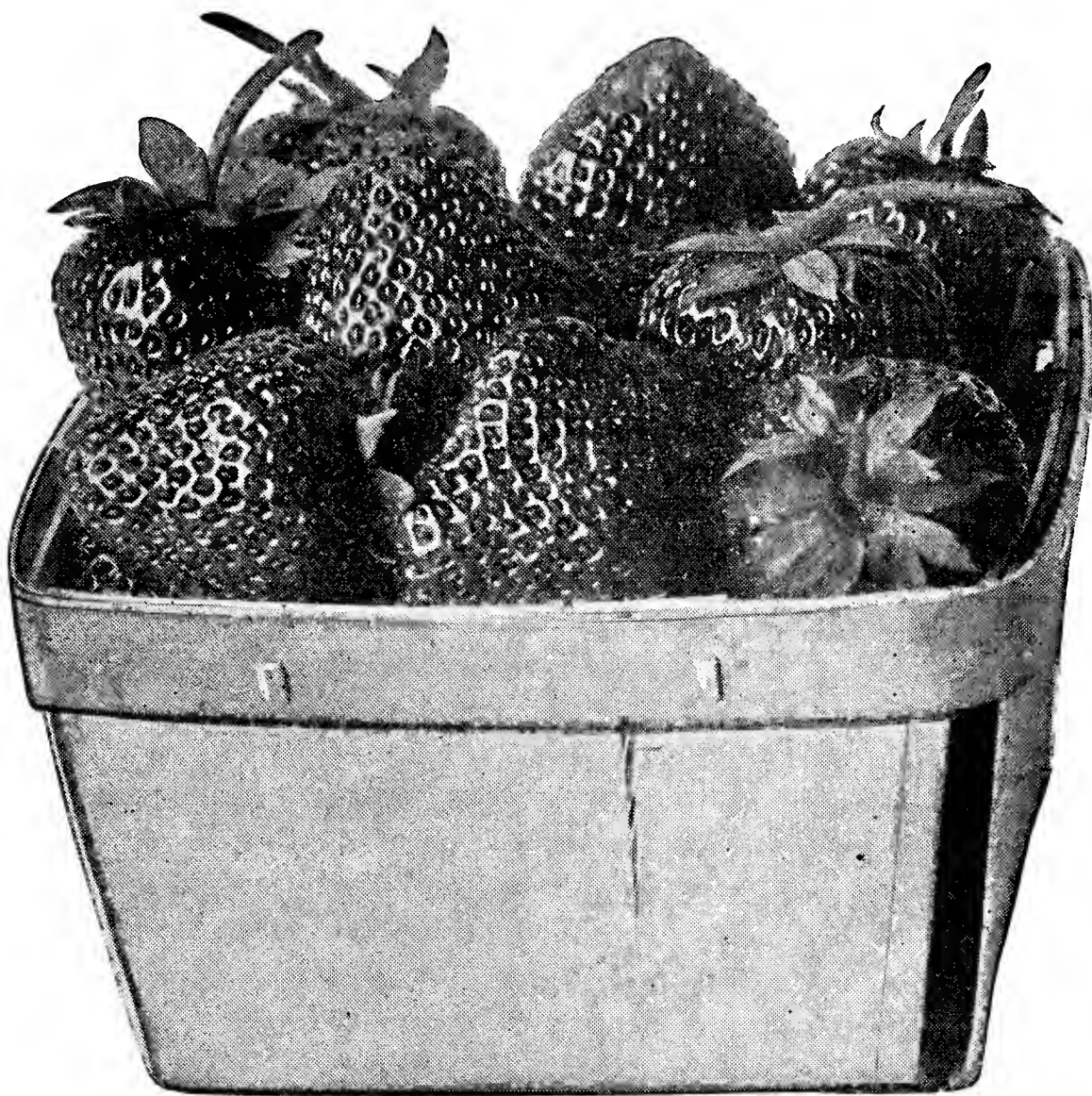
Big Joe One of the very best of the perfect blooming kinds. In size it is the equal of anything we have ever seen, taking the entire crop right through, as the last berries are almost as large as the first, and this in spite of the fact that it bears very heavily. It ripens midseason, comes on rapidly and ripens all over at once, making it easy to pick. The shipping quality is good. It is not so firm as Lupton or Blakemore, but it has shipped well for a number of years and has brought high prices. We have known of instances where a whole crop of Big Joe brought the highest prices of any variety being loaded. We especially recommend it for the garden on account of its handsome appearance and excellent quality.

It is also a particularly strong and vigorous grower, the equal of any. We feel sure that you will find that it meets every possible requirement of the market berry grower, and has a perfect bloom, so that it does not need a pollinizer. In fact, we think it can be used as a pollinizer for any of the midseason varieties with entire confidence. Has been popular a long time and will be for many years to come. A very dependable berry.



CHESAPEAKE

Chesapeake The most valuable of all W. F. Allen Co's introductions. For many years there has been a place for a fancy late berry of good shipping qualities and Chesapeake has filled it. We have never seen any that was of more beautiful appearance, large, even in shape and uniform in size, it seems to have reached perfection so far as market qualities are concerned. Ripens a little earlier than Gandy, but holds out about twice as long, and in most localities is vastly more productive, though Gandy may occasionally, with ideal soil, bear quite as many berries as Chesapeake. The great superiority that it has over nearly all others is its remarkable selling qualities, for we have positively known of sales where it brought twice as much per quart as other standard varieties of its season. It may be that there will be an overproduction of poor berries, but we doubt if there will ever be too many of such high quality and handsome berries as Chesapeake. Its only weakness is a difficulty in getting a bed of the plants. If you can grow it, plant it. A handsome profit is reasonably sure, particularly in the Middle Atlantic and New England States.



A Basket of Premier

Premier Of all berries ever introduced Premier has been more nearly ideal than any we have ever grown. Before the introduction of Dorsett and Fairfax it was beyond all question the best early variety ever offered the American public. For several years now in spite of manifold adverse conditions it has produced enormous crops. In other years when other kinds were failing on account of lack of moisture Premier was still on the job. It is a good grower, making plenty of stocky, heavily rooted plants, but not inclined to get too thick, you always have a bed that is just about right. It is tremendously productive of good sized berries, and no matter how many kinds there are in the market Premier always brings a good price if there is not too much rain at the picking season. It does not matter where you may live we can recommend Premier, as reports from all sections agree in placing it at the head of the list. The weakness it has is a failure to ship well when there is heavy rain during the ripening season, but if it is fairly dry and cool Premier is one of the best ever grown.

J. W. Jones & Son,
Franklin, Va.

Clark County, Indiana.
April 15th, 1934.

Dear Sirs:

The order for plants arrived in the very finest condition. I have bought hundreds of thousands of plants, and these were the best packed of any I have seen for a long time.

Sincerely, J. W. Hunt.

Dear Sirs:

Louisville, Ky., September 11th, 1934.

Plants bought of you two years ago were wonderful. Please send me your new price list.

Yours truly, J. C. Thompson.



BLAKEMORE

Blakemore One cannot be too positive in recommending a new variety of fruit, especially of one so full of vagaries as the strawberry, but we believe that Blakemore is a good one. For one thing it has the unqualified endorsement of the U. S. Department of Agriculture. It would seem that they cannot be wrong very far, since they have "no axe to grind" in the matter. It is early, good size, good color, and of **very fine general appearance**. Perhaps its greatest bid to popularity is the fact that it is one of the most firm and long keeping berries that we have ever seen. It may be left on the vines two or three days after ripening and will still be in good shipping shape. Retail merchants like it because if unsold one day it is still good the next. **It is sure to be popular in all markets.** It does not bear as prolifically as Premier and some others, but it is wonderfully vigorous growth. We believe it is destined to establish a permanent place among the leaders in strawberries. If all other kinds have failed to do well for you try Blakemore. It will succeed in all sections south of Paralel 40. North of this general section we would recommend only a trial plot.

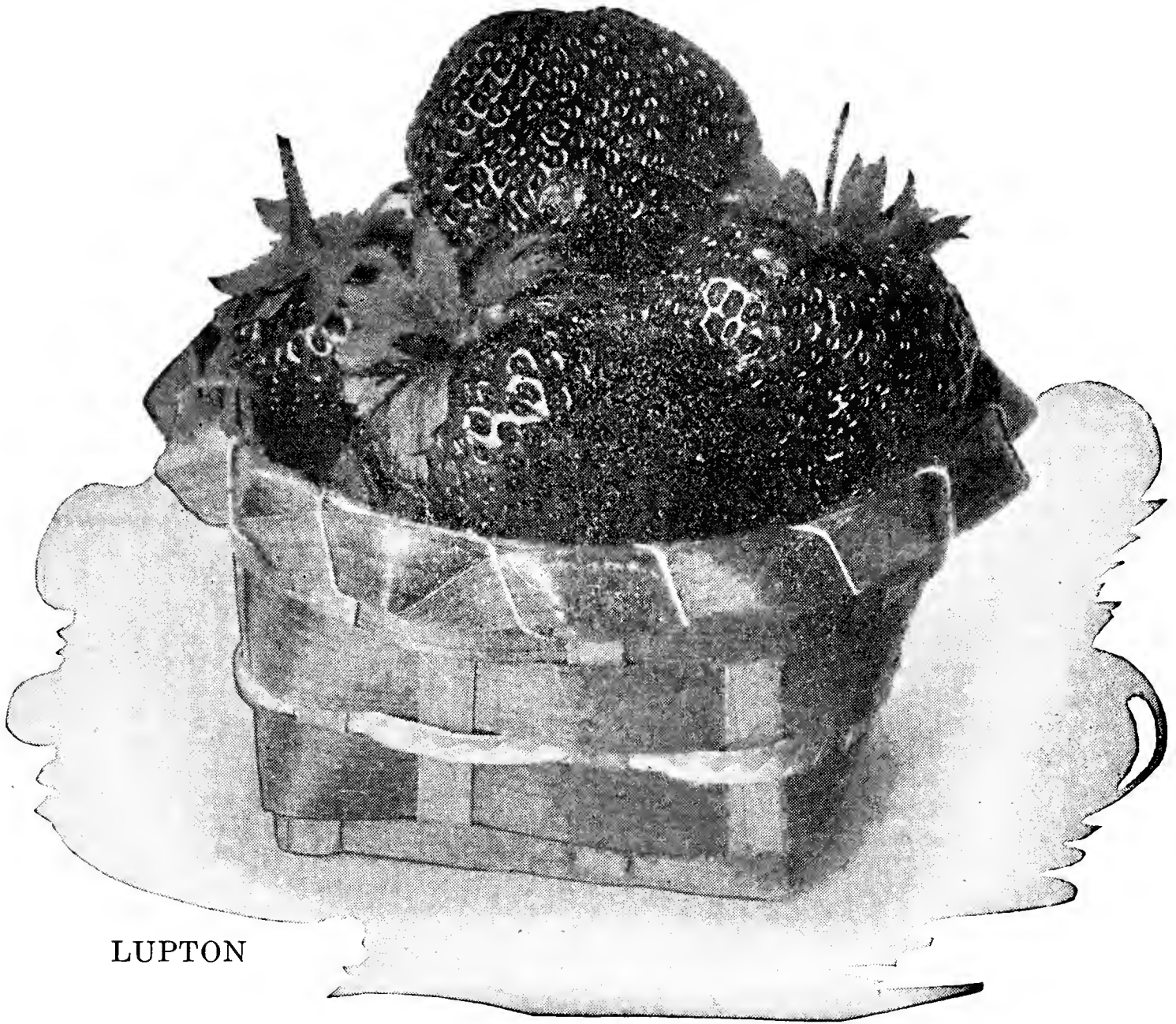
Plants that are true to name, free from disease, carefully packed, and economically priced are what you want. We have them.

Dear Sirs:

Mt. Joy, Penn., April 28th, 1934.

The strawberry plants came in first class order. The postage was \$1.96 for the shipment.

Very truly yours, Jacob Lindermuth.



LUPTON

Lupton To the man who wishes to grow really fancy berries we unhesitatingly recommend the Lupton. It is every whit as handsome as the justly famous Chesapeake, and is so much superior to that kind in vigor of plant growth that we urge all who have a fancy trade to supply to at least give Lupton a trial. The fruit is very firm and extremely handsome, in fact we do not know of any kind in existence today that shows up to better advantage when crated, and it is as productive as any kind we have ever grown that was a real fancy berry. It is a perfect flowering kind and is suitable for pollenization purposes if needed, ripening early midseason. It is not a rampant plant-maker, but has never failed to make a good bed for us and the plants are heavily rooted and full of vigor. We say again if you want a strictly fancy berry plant Lupton, but we do not advise that it be planted on any but a good, rich soil. We have an unusually fine stock of plants for this year and feel sure that those who plant these will pick a handsome crop of berries in 1936.

J. W. Jones & Son,
Franklin. Va.

Madison County, Ky.
April 15th, 1934.

Gentlemen:

I want to tell you that the strawberry plants I got of you could not have been nicer. I thank you, and am sure you will hear from me again.

A satisfied customer,

Mrs. Lizzie Alexander.



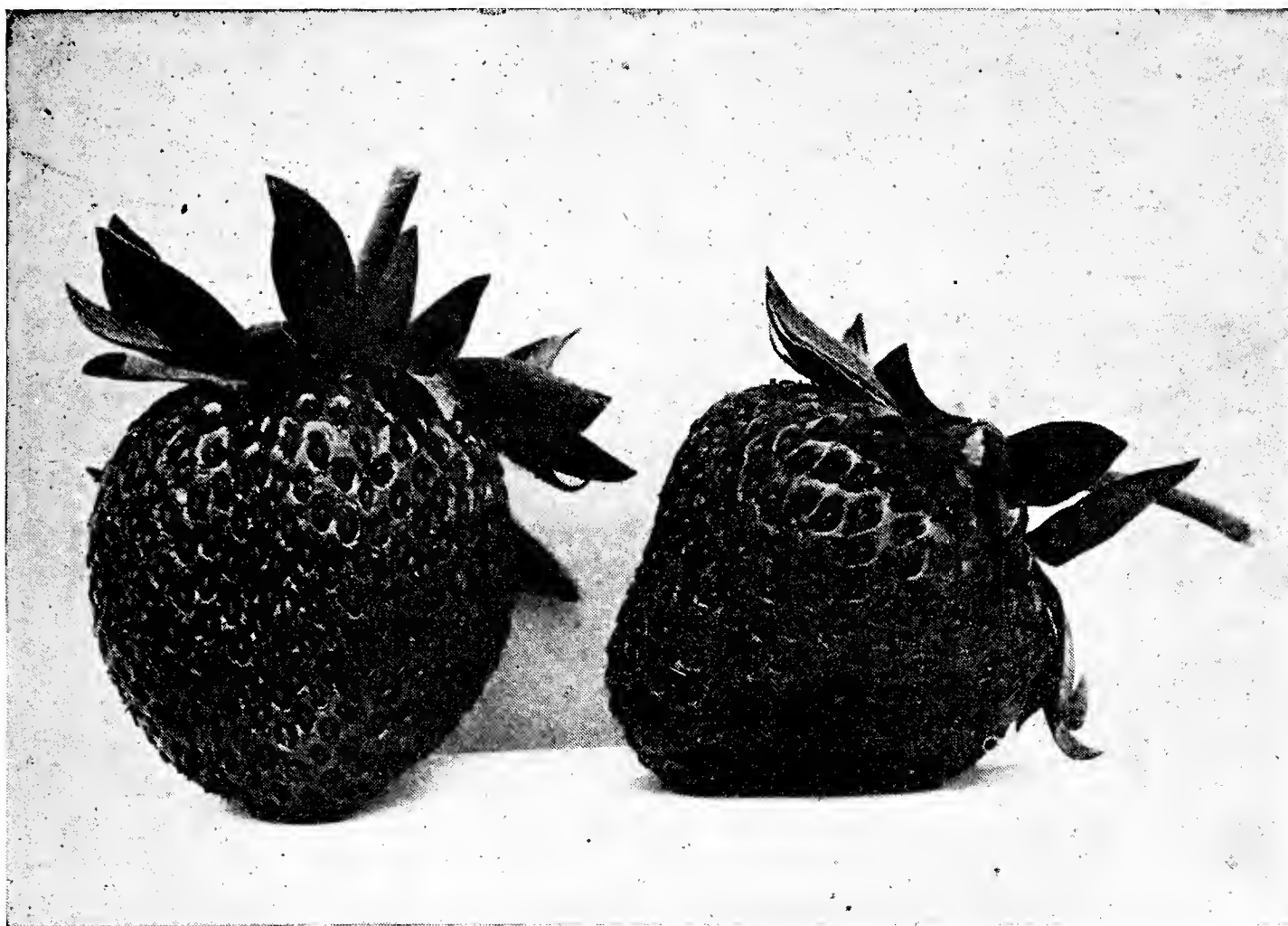
General List of Varieties

AROMA. It ripens with the regular midseason kinds, such as Big Joe and Sample. It is every bit as good a seller as the best, being quite as large, firm and handsome as any we know. We do not know of any kind that holds up better on dry, thin soils than Aroma. It is also a good grower in nearly every locality, on all kinds and conditions of soils, for while the plants are not as large as many others, for toughness and vigor it has no superior. **But the biggest thing in its favor is its selling qualities.** On all the Middle West markets Aroma is always quoted higher than average varieties, which in a season of over-production means a lot. Our own experience leads us to **recommend it as a good pollenizer**, though it has not usually been recommended for that purpose. We have found it better than Chesapeake, for it is much more vigorous in growth. Certainly no grower can make a mistake in planting Aroma, if you wish a handsome berry of proved merit.

ABERDEEN. This is a variety that is making its way very rapidly without the help of extensive advertising, which is a sure indication of its intrinsic worth. Perhaps it is being more widely planted in New Jersey and Pennsylvania than any of the newer varieties. It is not recommended for distant shipment, but for near market is surely one of the best. The fruit is medium to large, of conical shape, dark red, and of most excellent quality. It is an especially strong and vigorous grower, will bring up a crop under the most trying conditions.

BELLMAR. One of the U. S. Department of Agriculture's introductions and we have every confidence that it is a good one. We quote their description:

"As compared with Premier the plants are much more vigorous and produce runners more freely; the blossoms are perfect, ripens about a week earlier than Premier and fruits about as long, it has been more productive than Premier and has produced a better grade of berries, and on good soil the berries are as large, color bright red, similar to Premier but not as dark as Missionary, they have a very large green calyx and a gloss which has caused it to be selected as the handsomest among hundreds. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality." This is one variety we advise you to try; it is productive, handsome and of excellent quality.



Gandy

BIG LATE. This is one of the best growers; makes a heavy bed of large stocky plants, with long fibrous roots that go down for the moisture; and with a light color somewhat resembling Haverland. The quality is among the very best; and for that reason it should sell well, for fruit growers have to recognize that the consuming public is constantly growing more critical of the quality of the fruit it buys. It is also very nearly perfectly rust proof; making it valuable during a wet season. The berries average large in size; are a bright glossy red with prominent seeds, and almost all are perfect in shape. It has a full green cap that adds to its attractiveness when crated. It is medium late and therefore cannot take the place of Gandy if you want a very late kind. Has an imperfect blossom. Use Lupton or Big Joe in ratio of one row to four for pollenization.

J.W. Jones & Son,
Franklin, Va.

Vigo County, Indiana.
March 26th, 1934.

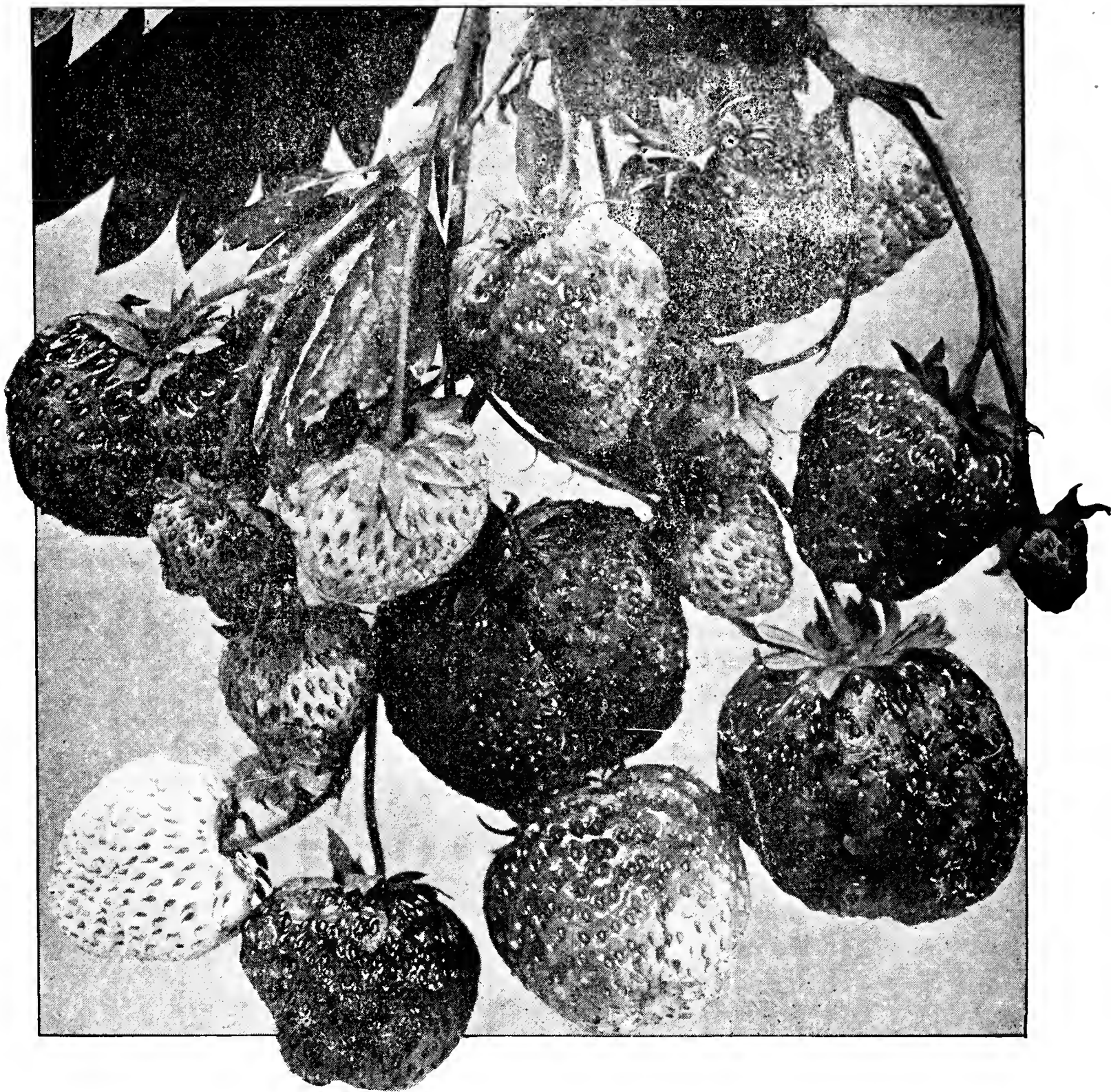
Gentlemen:

I want to thank you for the interest you have shown in regard to this order. I have full confidence in your honesty and ability about plants, and therefore I am placing the following orders:

52,000 Premier for L. E. Tweedy
15,000 Premier for W. A. Shuman
20,000 Premier for N. W. Evinger
10,000 Premier for Joe Fessant

Check for the full amount is herewith enclosed. Plants to be shipped by express on notice by wire.

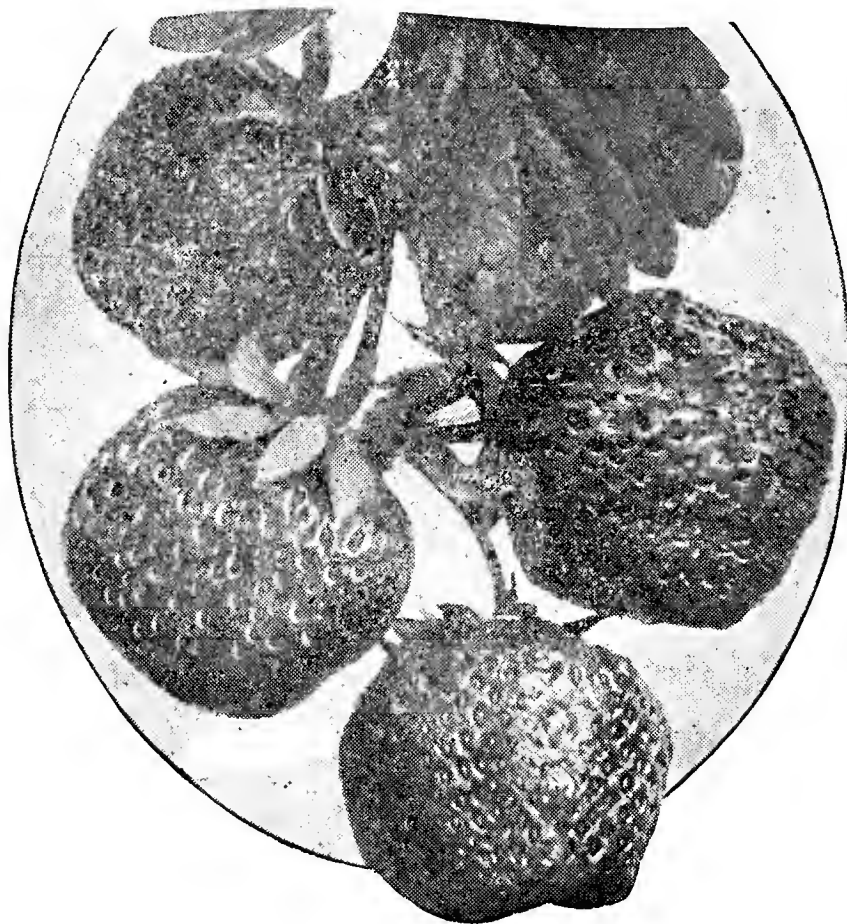
Yours truly,
L. E. Tweedy.



GIBSON. Not especially recommended for a shipping berry but fine for local market or home use. Berries large, beautiful dark red color, vigorous grower and very productive. Bears through a long season and very popular for canning.

GANDY. For forty years one of the leading late kinds and by some still considered the best. The only trouble is, that on dry soils or in a very dry season it cannot be depended on to bear well. Of extraordinary shipping and selling qualities, it is still the leading market berry for late in some berry producing centers. A free plant maker and good grower generally, yet sometimes failing in vigor. Its remarkable firmness makes it keep on the vines longer than almost any kind we know, and it never fails to bring the price. For late it is good. Many kinds have challenged its supremacy but none as yet altogether dislodged it. Must be planted on moist, rich soil.

IMPROVED HEFLIN. Grows with great vigor on any type of soil and will always set a full crop regardless of whether the land on which it is grown is rich or poor. In fact we have never seen any that does so well on thin soils as it does. At the same time it responds recklessly to good treatment. Its weaknesses are its lack of firmness and tendency to grow too thick, and to suffer frost damage. It is not popular for shipment. In a few localities no other kind equals Heflin for profit, as it is the earliest variety in existence, being four or five days earlier than Premier, and setting a large part of its enormous crop to ripen the first of the season.



KLONDYKE

KLONDYKE. Found valuable, not for the quantity of fruit it produces but from the fact that what it bears is of such fine appearance and shipping quality that it will command the top of the market always. It has a strong, staminate blossom which makes it satisfactory as a pollinizer. It is not tremendously productive, but bears a very fair crop, and the berries are remarkably uniform in size, shape and appearance, and of extra fine quality. It begins to ripen about three days after the earliest kinds and continues in bearing through a long season. One of the most vigorous growers on the list.

MISSIONARY. This is the most popular variety of the South, especially Florida. They make an excellent bed of plants and produce the quality of berry that is a good shipper. Berries are medium size, very dark red in color, rather tart and most desired by canners.

PARSONS' BEAUTY. This is a tremendously productive berry of the Haverland and Dunlap type, and while it does not do its best every season, still we know it to be one of the best for size and a crop that can be planted. We do not recommend it, however, except for a moist, swampy soil of fair fertility; but when given that, it is one of the best, provided the season is not too wet at picking time. If there is much rain when they are ripening they are sure to rot badly.

Gentlemen:

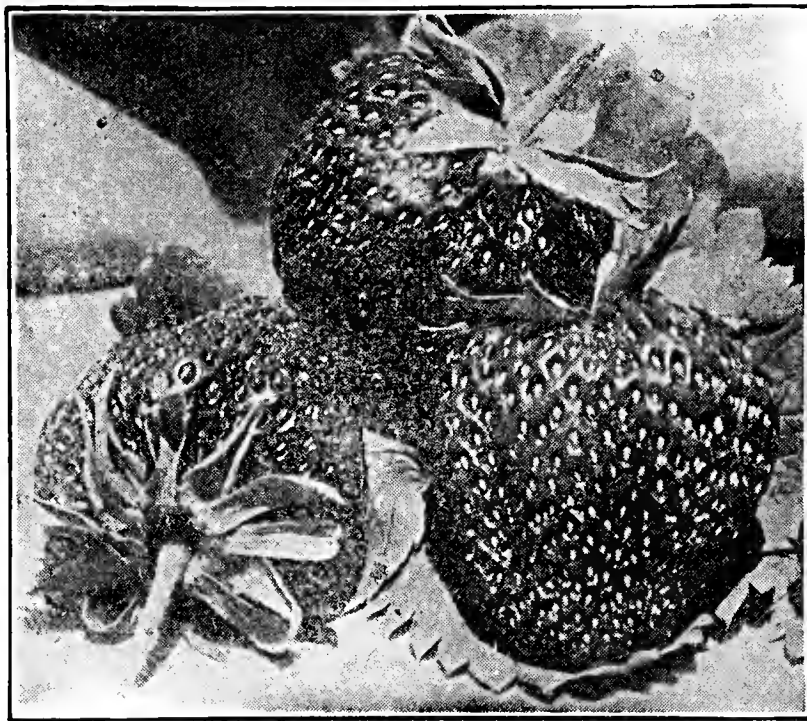
Montgomery C., Pa.

Plants arrived in good order and are looking very well.

Sincerely,

Carl Graser.

PAUL JONES. One of the most productive varieties on the entire list. On all soils, light or heavy, rich or poor, it brings the crop. It is a good, vigorous grower, making plenty of plants. It has an imperfect blossom and should be planted with Big Joe, Aroma or Premier. Berries large, good appearance and ship well. If you want a good crop plant Paul Jones.



Progressive—A good Everbearer

Fall-Bearing Strawberries

For a good many years there has been a persistent effort on the part of strawberry growers to secure a Fall-bearing berry that was **really worth while**. We are betraying no secret when we say that this quest is still on. From time to time new kinds have been brought out and for a time seemed to approximate the ideal, and then we have found that they have succumbed to that unfortunate peculiarity of so many strawberries, they have “run out.”

This is a matter of very sincere regret, for nothing would insure a stable profit for berry growing like having good berries for sale in August and September of each year. We wish we could sincerely and generously recommend some of the kinds now in existence to our many friends; but if the truth be told, so far as we know there is no satisfactory variety in propagation today. All of them we have tried have proven little more than interesting novelties. It looked like Mastodon was a sure winner, but for the past few years it too has failed to measure up. May we say that of all the varieties offered we have a fine, true-to-name, and healthy stock and shall be very glad to have your order for as many as you may need, but we cannot honestly recommend any of them as offering any very probable and consistent profit. They may do well for you, as they occasionally do in certain locations and on some soils. If so we have the plants and shall be most happy to serve you.

“YOU CAN PAY MORE BUT YOU CANNOT BUY BETTER”



CHAMPION. So far as we have been able to observe this is nothing but the old Progressive renamed. Some years we have felt that we could detect some difference, only to find that the next year would confirm our opinion that they were identical with Progressive. We grow them separately and if you prefer the Champion shall be most happy to have your order for them.

MASTODON. As previously noted this looked like a real winner for a few years after its introduction, but it has developed the unfortunate tendency to "stool up;" that is to say, the young plants set in spring will not make any runners, so that it is difficult to secure a sufficient number of plants to produce any kind of crop. The berries are of a fine size and appearance and are fairly firm, and, in a season that is cool and when there is sufficient, but not too much rain, a very fair crop of nice berries may be looked for.

PROGRESSIVE. We consider this the best for general purpose, for the reason that it will bear on the current year plants. That is to say, the runners that take root in June and July will produce berries in August and September. If you want earlier berries, it is best to set the plants about 12 inches apart and keep all runners off them. By this method you will secure better berries, but fewer of them. The usual method of growing them is by the "matted row" system; that is leaving all runners to take root. The quality of the fruit is fine, but they are usually small and are inclined to be soft, so that they have no shipping value of consequence.

The folk who win are those who hold on when everything looks at its worst.

YOU CAN PAY MORE BUT YOU CANNOT GET BETTER

Express Rates

We consider express the best and cheapest way to ship plants except for Parcel Post Zones 1, 2, and 3, where costs are about as low and there is an added convenience in direct delivery.

We have a good many requests for exact information as to the cost of transportation by Express. It is always a pleasure to supply same, and we shall be very glad to hear from anyone who may wish such data. However for a source of general information on this point we are including a table of express rates to a few offices in each of the states where the bulk of our plants have always gone. The amount set down after each office is for 100 pounds weight. Plants properly packed will weigh from 25 to 33 pounds per thousand, depending on the variety and the date in the season when shipped, as they carry more weight April 20th, than they do March 20th. So for each thousand bought you may expect the express charges to be from $\frac{1}{4}$ to one-third of the amount for 100 pounds, except that no package will be transported for less than 35c. Thus if the rate is \$1.60 per 100 pounds, 1000 plants will be transported for 40c to 53c; 5000 five times that amount, etc.

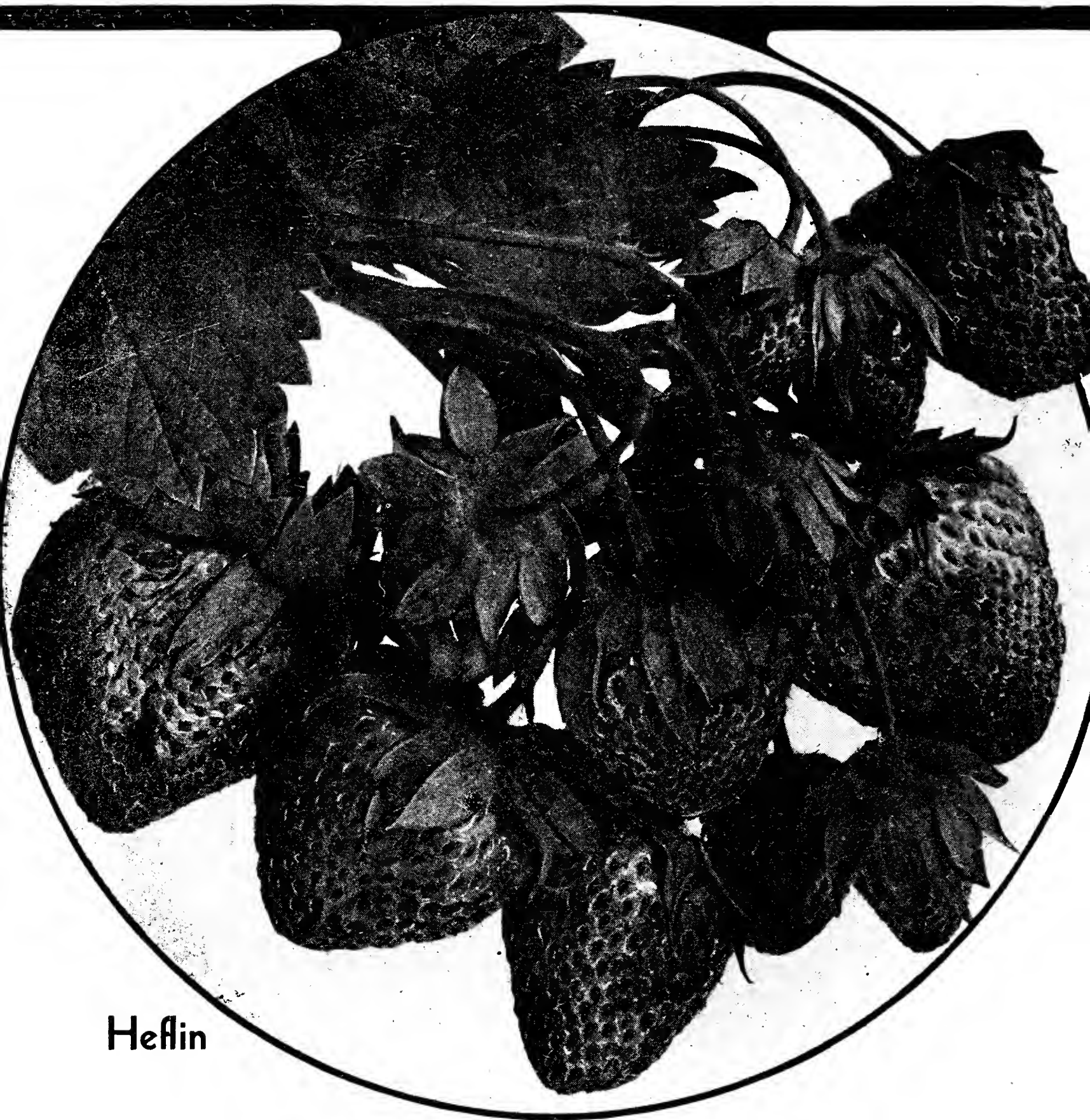
PENNSYLVANIA		NEBRASKA		INDIANA	
Bedford	\$1.35	Sutton	\$3.14	Borden	\$2.12
Ansonia	1.43			Columbus	1.98
Claysburg	1.35	OHIO		Evansville	2.28
Frazer	1.25	Brice	\$1.73	Marion	1.98
Greensburg	1.50	Cincinnati	1.95	Sandford	2.09
Hummelstown	1.25	Mariette	1.73	MISSOURI	
Harrisburg	1.25	New Richmond	1.87	Cape Gireaudeau	\$2.34
Mt. Joy	1.25	Portsmouth	1.79	Kirkwood	2.26
Mt. Pleasant	1.50	Pomeroy	1.73	Monett	3.00
Lime Ridge	1.43	So. Zanesville	1.73	WEST VIRGINIA	
Middletown	1.25	Wooster	1.82	Buchannon	\$1.43
Oil City	1.65	KENTUCKY		Charlestown	1.43
Quarryville	1.05	Alexandria	\$1.95	Huntington	1.63
Reading	1.25	Bowling Green	2.00	Wellsburg	1.58
Souderton	1.25	Friendsville	1.25	NEW JERSEY	
VIRGINIA		Louisville	1.93	Swedesboro	\$1.05
Crozet	\$0.94	Lexington	1.70	Bridgeport	1.05
Cape Charles	.82	Owensboro	2.08	Flemington	1.23
Covington	1.12	Richmond	1.70	Three Bridges	1.23
Bridgewater	1.09	Shelbyville	1.68	NEW YORK	
Draper	1.42	MARYLAND		Berlin	\$1.50
Richmond	.94	Beltsville	\$1.05	Port Jervis	1.43
Vienna	1.24	Aberdeen	1.05	Poughkeepsie	1.33
Winchester	1.65	Frederick	1.05	Lindenhurst	1.23
CONNECTICUT		Kensington	1.05	ILLINOIS	
Southbury	\$1.33	Salisbury	.85	Vermillion	\$2.09
Bridgeport	1.33	MASSACHUSETTS		Hanna City	2.20
Cromwell	1.40	Grafton	\$1.63	Anna	2.34
Danbury	1.33	Williamstown	1.50	East St. Louis	2.26
KANSAS		Concord	1.63		
Lawrence	2.89				

Our plants are grown in sandy soil, so that but little if any dirt clings to the roots when packed. This means a much lighter package for plants that are just as large. Up to April 15th our plants will average 25 pounds per thousand in weight. Divide any of the above amounts by four to find out what your express charges will be per each thousand plants.

FRANKLIN, VIRGINIA.

NOTE—Early in the season we usually have in stock everything listed in this catalog but late in the season we frequently run short of some of the varieties, therefore when you order late please state whether we shall substitute another variety equally as good and as near like the variety ordered as possible or return your money for any stock we may be out of.

Answer: Yes No.



Heflin

Jones' 1935 Catalog of
SELECT STRAWBERRY PLANTS

===== Grown by =====

J. W. JONES & SON

FRANKLIN, VIRGINIA